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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/888,439

06/26/2001

Mark Landesmann

084561-0108

9934

22428 7590 04/16/2008
FOLEY AND LARDNER LLP
SUITE 500
3000 K STREET NW
WASHINGTON, DC 20007

EXAMINER

LE, KHANH H

ART UNIT

PAPER NUMBER

3688

MAIL DATE

DELIVERY MODE

04/16/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
09888439	6/26/01	LANDESMANN, MARK	084561-0108

FOLEY AND LARDNER LLP
SUITE 500
3000 K STREET NW
WASHINGTON, DC 20007

EXAMINER

KHANH H.. LE

ART UNIT**PAPER**

3688

20080413

DATE MAILED:

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner for Patents

Please be advised of the following:

1) the Response to Notification of Non-compliant Appeal Brief filed 01/11/2008 has been received, considered and entered;

2) the IDS's of July 17, 2007; October 23, 2007; March 18, 2008 have been considered;

3) the attached Examiner's Answer is the same as that mailed on 07/17/2006 except, due to earlier typographical errors, and to address discussion of claims 65, 155, 255, 283 307, 332, and 356, and to address Dedrich, US 5717923 as ordered by the Order from the BPAI returning undocketed Appeal on 12/10/2007, the following substitutions have been made (changes are shown in the Examiner's Answer in underline):

At page 3:

“US 6434534 Walker 08-2002
(Support for Official Notice)
US 5717923 Dedrich 02-1998”

replaces the earlier

“US 6434534 Walker
(Support for Official Notice)”

At page 4:

“8. Claims 1, 10-13, 47-49, 51-52, 64-65, 94, 100-103, 137-139, 141-142, 154-155, and 204, 207-230, 232-238, 246, 250; 255, 259-282, 284-290, 298, 302; 308-331, 333-339, 347, and 351 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber, US 5855008, hereinafter Goldhaber, in view of Weinblatt, US 5515270, hereinafter Weinblatt, and further in view of Day, US 6484146, hereinafter Day. “

replaces the earlier

“8. Claims 1, 10-13, 47-49, 51-52, 64, 94, 100-103, 137-139, 141-142, 154, and 204, 207-230, 232-238, 246, 250; 259-282, 284-290, 298, 302; 308-331, 333-339, 347, and 351 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber, US 5855008, hereinafter Goldhaber, in view of Weinblatt, US 5515270, hereinafter Weinblatt, and further in view of Day, US 6484146, hereinafter Day. “

At page 13 :

“Claims 64-65. GOLDHABER discloses submitting a request to one of said buyer entities to provide a rating of a product or service only if the purchase record of the buyer entity shows a purchase of the product or service to be rated (rating of presented ads : col. 13 l. 50-51)

Apparatus Claims 94, 100-103, 137-139, 141-142, 154-155 which parallel method claims 1, 10-13, 47-49, 51-52, 64-65 are rejected on the same basis.”

replaces the earlier

“Claims 64. GOLDHABER discloses submitting a request to one of said buyer entities to provide a rating of a product or service only if the purchase record of the buyer entity shows a purchase of the product or service to be rated (rating of presented ads : col. 13 l. 50-51)

Apparatus Claims 94, 100-103, 137-139, 141-142, 154 which parallel method claims 1, 10-13, 47-49, 51-52, 64 are rejected on the same basis.”

At page 16

“10. Claims 206, 231, 252-254, 256-258, 283, 304-306, 307, 308-310, 332, 353-355, 356, 357-359 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber in view of Weinblatt and Day and further in view of admitted art.

As to claims 206, 231, 252-254, 256-258, 283, 304-306, 307, 308-310, 332, 353-355, 356, 357-359, “

replaces the earlier

“10. Claims 206, 231, 252-254, 256-258, 304-306,

308-310, 353-355, 357-359 are rejected under 35 U.S.C.
103(a) as being unpatentable over Goldhaber in view of
Weinblatt and Day and further in view of admitted art.

As to claims 206, 231, 252-254, 256-258, 304-306, 308-310, 353-355, 357-359, “

/ Khanh H. Le/
Examiner
IAU 3688
;
'571-272-6721
lkhanh.le2@uspto.gov